

**Subject:** CCA Delivers: SB 384, Affordable Housing Linkage Fee and more  
**From:** "Central City Association" <toh@ccala.org>  
**Date:** 08/24/2017 02:21 PM  
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[Image](#)

**August 24, 2017**  
CCALA.org

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- SB 384 Press Conference
- Affordable Housing Linkage Fee
- Congressman Jimmy Gomez Photos
- USC Village

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Wednesday, 8/30, 8:30 a.m. - 10 a.m.  
COMMITTEE: DTLA 2030

Thursday, 9/14, 11:45 a.m. - 1:30 p.m.  
COMMITTEE: Executive Committee Meeting  
Haworth

Thursday, 10/19, 11:00 a.m. - 1:30 p.m.  
Tourism Panel & Showcase  
JW Marriott  
Javier Cano, JW Marriott at L.A. Live  
Michael Czarcinski, Westin Bonaventure  
Doane Liu, Dept. of Convention and Tourism Development  
Rachel Moore, L.A. Music Center  
Kathryn Schloessman, L.A. Sports & Entertainment Commission  
Ernie Wooden, L.A. Tourism & Convention Board

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Wednesday, 8/30, 8:00 a.m. - 1:30 p.m.  
Building Industry Association of Southern California Presents Housing California's Families

Saturday, 9/9 - Sunday, 9/10  
Institute of Contemporary Art Opening

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## SB 384 Press Conference

Last Friday, **Jessica Lall**, President & CEO of CCA, **Cedd Moses**, CEO of 213 Hospitality, and **Adele Yellin**, Owner of Grand Central Market, joined **Senator Wiener**, **Assemblymember Santiago** and **Assemblymember Dababneh** at a press conference in support of SB 384. This bill will allow - but not require - local communities to extend alcohol hours in entertainment and hospitality venues past 2 a.m. It will help create jobs, increase local revenue and keep people Downtown. The bill is pending in the Assembly Appropriations Committee, which is the last stop for the bill before being considered by the full Assembly. After the press conference, several CCA members met with Senator Wiener at Broadway Bar to discuss the bill and other issues facing the hospitality industry. See the [press release](#) and [photos](#).

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## Affordable Housing Linkage Fee

This week, CCA spoke at the City Council's Planning and Land Use Management Committee regarding the Affordable Housing Linkage Fee. We successfully advocated for coordination of the proposed fee with existing planning policies and to extend the phase-in schedule to support a predictable environment for investment. We are also working to make sure the fee is indexed appropriately and takes into account market conditions, good or bad. The item was held in

committee for 30 days pending a revised ordinance from the City Attorney's office and several reports from City Planning.

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## Congressman Jimmy Gomez Photos

Last week, we shared that **Congressman Jimmy Gomez** toured Oceanwide Plaza and Metropolis and met with more than 20 CCA members to discuss DTLA issues. Check out the photos from his visit [here](#).

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## USC Village

**USC Village**, which was designed by **Harley Ellis Devereaux**, opened last week. This \$700 million, 1.2 million square-foot project features 120,000 square feet of retail space combined with multiple five-story residence halls. It is an all-inclusive living environment for more than 2,500 undergraduates, combining student housing with retail, dining, recreational and educational facilities. It will provide more than \$40 million in community benefits, including up to \$20 million for an affordable housing fund managed by the city. Read these stories for more details: [USC News](#), [L.A. Times](#) and [Architect's Newspaper](#).

## CCA in the news

"People could choose to stay later in downtown restaurants and venues. There would be more jobs, more local revenue, and more chances for downtown businesses to thrive." - **Jessica Lall**,

President & CEO, CCA  
CBS L.A., [With Vote Looming, Supporters Of Bill To Extend Last Call Make Case To LA](#), 8/18/17

## CCA Members in the news

"**Simon Ha**, principal at **Steinberg**, said that the firm intended to 'design simple buildings that would blend in with the existing industrial Arts District neighborhood.'"

Architect's Newspaper, [Artists in L.A. Arts District? This 320-unit complex wants to bring them back](#), 8/18/17

**Avison Young's Derrick Moore** talks to the Downtown News about DTLA's retail market  
L.A. Downtown News, [Insights From Downtown's Retail Guru](#), 8/16/17

"This bill [SB 384] would enable business owners like myself to provide more jobs and work with local government to provide safe nightlife options." - **Cedd Moses, 213 Hospitality**

L.A. Weekly, [4 a.m. Last Call Proposal Gets Some L.A. Love](#), 8/21/17

"According to **Andrew Tashjian** of **Cushman Wakefield**, the building's broker, the property's H-shaped floor plan lends itself nicely to an open creative office layout..."

Urbanize L.A., [Onni Upgrading 1920s Broadway Building to Creative Offices](#), 8/21/17

**Joanne Heyler**, Founding Director of **The Broad**, says the colorful display "activates the public space around The Broad, embracing Grand Avenue and bringing the museum out into the daily life of pedestrians and our visitors."

Curbed L.A., [The Broad Museum is bringing colorful crosswalks to Downtown LA](#), 8/23/17

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Central City Association of Los Angeles

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